

**IF YOU'RE A PERSON THAT WOULD LIKE NOTHING MORE THAN TO  
WAIL ON DONALD TRUMP OR BILL GATE'S ASS, READ ON**

*DiMassimo Brand Advertising Surveys Americans on Which Millionaire's Ass  
They'd Most Like To Kick*

In the midst of all the millionaire mania, one company is offering themselves as an outlet for all Americans to vent their frustration and anger about this current craze. That's right, DiMassimo Brand Advertising has decided to query Americans not on why they'd like to be a millionaire, or which they'd like to marry, but instead...which millionaire's ass they'd most like to kick?

In conjunction with the launch of DiMassimo's new advertising campaign for Crunch Fitness' – "Who Wants To Kick a Millionaire's Ass" contest – DiMassimo surveyed 500 people across the country to find out the answer to the age old question: *which millionaire's ass would they like to kick*. The list of the top answers is as follows:

**Top Ten Millionaire's Asses That People Would Like To Kick**

1. Rick Rockwell
2. Dr. Laura Schlessinger
3. Bill Gates
4. John Rucker
5. Donald Trump
6. Ron Perelman
7. All The Backstreet Boys
8. George W. Bush
9. George Steinbrenner
10. Jerry Della Femina

"While we're searching for a millionaire with the guts to get in the ring with a Crunch-trained opponent, we thought it would be fun to find out from people which well known millionaire they'd most like to square off with in the ring," explained Mark DiMassimo, President and Creative Director of DiMassimo Brand Advertising.

The winner of the "Who Wants To Kick A Millionaire's Ass?" contest will be randomly selected from those who entered via Crunch's web site ([www.crunch.com](http://www.crunch.com)). The winner will receive 10 free weeks of either boxing or kickboxing lessons at a Crunch Gym in preparation to go one-on-one against a millionaire.

DiMassimo currently boasts \$150 million in billings and over 80 employees, and was founded in 1996 by President and Creative Director Mark DiMassimo. Past and present clients include The Plaza Hotel, SmartMoney.com, kozmo.com, Lotus Sports Cars and kinkos.com.

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*Mark DiMassimo, President and Creative Director of DiMassimo Brand  
Advertising is available for interviews.*